

Analysis of Consumer Perspectives on The Use of LRT (*Light Rail Transit*) Palembang

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Abstract

This research aims to determine consumer perspectives regarding the use of LRT (Light Rail Transit) Palembang, data collection techniques were obtained from observational research, interviews and questionnaires. To make the initial steps of SWOT analysis and make decisions, this data collection technique uses questionnaire data collection of 130 samples, which form each SWOT variable. The results of the data analysis of the internal factor value, namely 3.89, were obtained from the total sum of the company's strength and weakness factor ratings. A value of 3.89 means that the value is high according to the Likert scale assessment. The highest strength value is found in the point of complete, safe and comfortable business facilities for business continuity with a weight of 3.75 which shows that LRT facilities have a big influence on business and the highest weakness value is found in the point that route coverage has not been fully detected in the Palembang area with a weight of 3.57. Meanwhile, the data analysis value of the external factor value is 3.13, which means that the value is high according to the Likert scale assessment, and the highest opportunity value is found at the passenger target point which will continue to increase with a weight of 3.61, which shows that the company is able to maximally capture market share. and supported by high purchasing power, while the low opportunity value is found at the point of development of the LRT network connecting the city of Palembang with a weight of 3.55, the lowest threat value is at the point where people prefer to use private vehicles with a weight of 3.26.

Keywords: consumer perspectives, SWOT analysis, Light Rail Transit (LRT)

1. Introduction

Palembang, the capital of South Sumatra, is one of the big cities in Indonesia, which has various transportation problems that must be addressed immediately. It cannot be denied that the number of vehicles crowding the streets of the city of Palembang is increasing along with the development of the city of Palembang. Almost some of Palembang's city roads were damaged, both roads within the city and access roads out of the city. Meanwhile, the center of congestion occurs on protocol roads, such as General Sudirman, Captain A. Rivai and Colonel Atmo street. Colonel Atmo Road traffic jams occur because there are shopping centers, offices, education, churches, many public and private vehicles that crowd the area. Infrastructure is also inadequate to accommodate the number of public and private vehicles.

There is actually a lot of public transportation in the city of Palembang, such as angkot (city transportation) and Transmusi buses, but people choose to switch to using private vehicles because of safety reasons that occur when using public transportation. In response to this, the central government such as the President and regional governments such as the Governor have really thought about what solutions should be taken to prevent the congestion experienced by Palembang from getting worse. Considering that Indonesia at that time was a candidate to host a prestigious Asian level sporting event (ASEAN GAME 2018) which would be held in Jakarta and Palembang. The President and Governor of South Sumatra at that time, Mr Alex Noerdin, agreed to build an LRT (*Light Rail Transit*) to overcome traffic jams. On July 15 2018, the President of the Republic of Indonesia Joko Widodo inaugurated the Palembang LRT (*Light Rail Transit*) which was then tested with the community before finally being used to support existing infrastructure during the 2018 ASEAN GAME .

Consumer behavior according to Kotler and Keller (2008:214): Consumer behavior is the study of how individuals, groups and organizations select, buy, use and place goods, services, ideas or experiences to satisfy their wants and needs. Meanwhile, the definition of consumer behavior according to Schiffman and Kanuk (2008:6): Consumer behavior describes how individuals make decisions to utilize their available resources (time, money, effort) to purchase goods related to consumption. Based on the description above, researchers are interested in conducting research with the title "Analysis of Consumer Perspectives on the Use of LRT (*Light Rail Transit*) Palembang".

2. Literature Review

2.1 Management

According to Mary Parker Follet (2010), Management is an art, every job can be completed with other people. This definition means that a manager is tasked with organizing and directing other people to achieve organizational goals. According to Ulber Silalahi (2011:7), Management is a process of planning, organizing, managing resources, communicating, leadership, motivation, and controlling the implementation of tasks and use of resources to achieve organizational goals effectively and efficiently.

2.2 Marketing

Marketing is identifying and meeting human and social needs, Kotler and Keller (2011: 5). Marketing is a social and managerial process in which individuals and groups obtain their needs and desires by creating, offering and exchanging something of value with each other, Daryanto (2011:12).

Services can be defined as any action or deed that can be offered by a party to another party which is basically *intangible* (not physically tangible) and can result in ownership of something. Kotler & Keller in Tjiptono's book (2014:26). Services are any action or activity that can be offered by one party to another, which is essentially intangible and does not result in any transfer of ownership. Service production may or may not be related to physical production. Kotler in Tjiptono (2014:7).

Marketing management is a total system of business activities designed to plan, set prices, and distribute products, services and ideas that are able to satisfy the desires of the target market in order to achieve organizational goals, Tjiptono (2014:2). Marketing management as the art and science of selecting target markets and reaching, retaining and growing customers by creating, delivering and communicating general customer value, Kotler and Keller (2011:6) . The definition of service marketing quoted by Kotler and Keller in Fandy Tjiptono (20014:14) is that every service action is an action that can be offered by one party to another party which is basically intangible (not physically tangible) and does not result in ownership of something .

2.3 Perspective

According to Kamus Besar Bahasa Indonesia (KBBI), perspective is a human point of view in choosing opinions, beliefs and how objects appear to the eye based on spatial attributes. Perspective is how consumers or customers view the company so that to realize the company's vision, what the company must display to customers or consumers (Kaplan & Norton, 2010) .

2.4 Consumer behavior

According to Hasan (2013: 161), consumer behavior is the study of the processes involved when individuals or groups choose, buy, use, or organize products, services, ideas or

experiences to satisfy consumer needs and desires. Consumer behavior is the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires, Kotler and Keller (2011:166) .

3. Research methods

The type of data used in this research is quantitative data. Quantitative data is data expressed in the form of numbers. The data sources used in this research are primary data and secondary data. Primary data is data obtained from respondents through questionnaires, focus groups and panels, or also data from researchers' interviews with sources. In this research, primary data was obtained from the results of distributing questionnaires to consumers at 13 Palembang LRT stations. In this research secondary data was obtained from the Palembang LRT.

Population is the total number consisting of objects or subjects that have certain characteristics and qualities determined by the researcher to be studied and then conclusions drawn. Sujarweni (2015:80) The population in this study were frontliner employees at 13 Palembang LRT stations at the time the researchers conducted the research. The sample is part of a number of characteristics possessed by the population used for research. Sujarweni (2015:81) In determining the sample in this research, the author determined the sample using the *Cluster Random Sampling method* (Random Sample Based on Area) where at 13 LRT stations the researcher will draw a sample of 10 employees at each station, as follows:

Table 1. Random Sample by Area

No.	LRT (Light Rail Transit) Station Names	Number of Samples
1	Airport Station	10 Samples
2	Hajj Dormitory Station	10 Samples
3	Punti Kayu Station	10 Samples
4	Hospital Station	10 Samples
5	Garuda Dempo Station	10 Samples
6	Demang Station	10 Samples
7	Sriwijaya Earth Station	10 Samples
8	Dishub Station	10 Samples
9	Cinde Station	10 Samples
10	Ampera Station	10 Samples
11	Polresta Station	10 Samples
12	Jakabaring Station	10 Samples
13	DJKA Station	10 Samples

4. Findings and Discussions

Table 2. Data from Questionnaire Results and Ratings from Internal Factors

No	Strength	Ratings			
		1	2	3	4
1	The product prices are set affordable to consumers.	0	10	22	98
2	The influence of location on good business continuity.	3	8	18	101
3	Maximum service to consumers.	1	7	27	95
4	The facilities provided are complete, safe and comfortable.	0	5	23	102
No	Weakness				
1	High risk of decreasing income.	7	9	24	90
2	Limited vehicle departure schedule.	3	11	17	99
3	The motto is not yet widely known by public.	2	9	32	87
4	Promotional strategies are less varied.	12	13	39	66

In table 2 calculations are data on the number of respondents who filled in the rating value scale for each statement. Example of statement No. 1 ticket price. With the number of respondents who filled in a rating value of 1 there were 0 respondent, mark ratings 2 there are 10 respondent, mark ratings 3 There is 22 respondents And There are 98 respondents with a rating value of 4 fill in.

Table 3 . Data from Questionnaire Results and Ratings from External Factors

No.	Opportunity	Ratings			
		1	2	3	4
1	Good company-consumer collaboration.	3	6	27	94
2	Positive consumer response to company services.	2	12	19	97
3	Good company image in the eyes of consumers.	7	10	28	85

4	Technological advances that are currently developing.	0	16	29	85
No.	Threat				
1	High level of business competition.	8	21	30	71
2	High risk of LRT business	2	7	35	86
3	Global economic crisis.	6	14	27	83
4	Promotional activities and attractive discount offers.	0	21	33	76

In table 3 calculations are data on the number of respondents who filled in the rating value scale for each statement. Example of statement number 1 regarding cooperation. With the number of respondents who filled in the rating value 1 there were 3 respondent, mark ratings 2 there are 6 respondent, mark ratings 3 There is 27 respondents And There are 94 respondents with a rating value of 4 fill in.

Calculation of Internal Factor Weights

Table 4 . Calculation of Internal Strength Factor Weights

No	Strength	Weight	Item Weight
1	The ticket price is set affordable for consumers.	3.68	0.13
2	The LRT station is easy to reach.	3.68	0.13
3	service to passengers .	3.59	0.13
4	The facilities provided are complete, safe and comfortable.	3.75	0.13
Total Power			0.52

Table 5 . Calculation of the Weight of Internal Factors of Weakness

No	Weakness	Weight	Item Weight
1	Limited LRT departure schedule.	3.52	0.12
2	Route coverage is not yet fully accessible in the Palembang area.	3.57	0.13
3	Inaccuracy of travel time.	3.57	0.12
4	Utilities are not yet optimal.	3.22	0.11

Total Weakness	0.48
Total Internal Factors	1.00

Calculation of Factor Weights External

Table 6 . Calculation of the Weight of External Opportunity Factors

No	Opportunity	Weight	Weight of items
1	The population of Palembang City is increasing by around 1% per year.	3.58	0.13
2	The passenger target will continue to increase.	3.61	0.13
3	There is development of the LRT network connecting Palembang City.	3.55	0.13
4	Palembang City is a city with high community movement.	3.55	0.13
Total Odds			0.52

Table 7 . Calculation of the Weight of External Threat Factors

No	Threat	Weight	Weight Of Items
1	People prefer to use private vehicles.	3.26	0.11
2	Other modes of public transportation that have better accessibility and coverage.	3.58	0.13
3	Damage to transportation facilities by certain people.	3.44	0.12
4	For short distances, many of them are controlled by public transportation/microbuses.	3.42	0.12
Total Threat			0.48
Total External Factors			1.00

4.1 Calculation of Weights and Ratings Matrix

Internal Strategic Factors Analysis Matrix Calculation Summary (IFAS)

The IFAS matrix calculation is a calculation to determine weights, ratings and scores where the total weight does not exceed 1.00, and calculates the rating value for each factor by giving a scale of 1 (below average/not important) until with 4 very Good. Following is table results

calculation IFAS matrix.

Table 8. *Internal Strategic Factor Analysis Summary (IFAS) Matrix Calculation*

No	Strength	Weight	Ratings	Score
1	The ticket price is set affordable for consumers	0.13	4	0.52
2	The LRT station is easy to reach	0.13	4	0.52
3	Maximum service to passengers	0.13	4	0.52
4	The facilities provided are complete, safe and comfortable	0.13	4	0.52
Total Power		0.52		2.08
No	Weakness	Weight	Ratings	Score
1	Limited LRT departure schedule.	0.12	4	0.48
2	Route coverage is not yet fully accessible in the Palembang area.	0.13	4	0.52
3	Inaccuracy of travel time.	0.12	4	0.48
4	Utilities are not yet optimal.	0.11	3	0.33
Total Weakness		0.48		1.81
Total internal factors (IFAS)		1.00		3.89

4.2 Calculation of the External Strategic Factors Analysis Summary (EFAS) Matrix

The calculation of the EFAS matrix is the same as the IFAS matrix, namely to determine the weights, ratings and scores where the total weight does not exceed 1.00, and calculate the rating value for each factor by giving a scale of 1 (below average/not important) to 4 very good. The following is a table of EFAS matrix calculation results. Strength and weakness rating values are always opposite, as are opportunities and threats. The analysis results from EFAS can be seen in table 15 below.

Table 9. Calculation of the External Strategic Factor Analysis Summary (EFAS) Matrix

No	Opportunity	Weight	Ratings	Score
1	The population of Palembang City is increasing by around 1% per year.	0.13	3	0.39
2	The passenger target will continue to increase.	0.13	4	0.52

3	There is development of the LRT network connecting Palembang City.	0.13	3	0.39
4	Palembang City is a city with high community movement.	0.13	3	0.39
Total Odds		0.52		1.69
No	Threat	Weight	Ratings	Score
1	People prefer to use private vehicles.	0.11	3	0.33
2	Other modes of public transportation that have better accessibility and coverage.	0.13	3	0.39
3	Damage to transportation facilities by certain people.	0.12	3	0.36
4	For short distances, many of them are controlled by public transportation/microbuses.	0.12	3	0.36
Total Threat		0.48		1.44
Total external factors (EFAS)		1.00		3.13

4.3 Discussion

The results of the SWOT data analysis on LRT (*Light Rail Transit*) Transportation " can be described as follows:

Table 10 . SWOT Strategy

		STRENGTH (S)	WEAKNESS (W)
IFAS EFAS		Ticket prices are set at affordable prices for consumers.	Limited LRT departure schedule.
		The LRT station is easy to reach	Route coverage is not yet fully accessible in the Palembang area.
		Maximum service to passengers.	Inaccuracy of travel time.
		The facilities provided are complete, safe and comfortable.	Utilities are not yet optimal.

OPPORTUNITIES (O)	STRATEGY (SO)	STRATEGY (WO)
The population of Palembang City is increasing by around 1% per year.	Applying competitive prices on the transportation offered.	Increase transportation departure hours.
The passenger target will continue to increase.	Maintain good relations with customers.	Addition of strategic stations on several routes not yet accessible by LRT.
There is development of the LRT network connecting the city of Palembang.	Quality improvement passenger service at the station	Predict the accuracy of time according to the specified hours.
Palembang City is a city with high community movement.	Create facilities that increase consumer comfort.	Maintain equipment, facility machines, and environmental cleanliness and maintain customer safety.
THREATS (T)	STRATEGY (ST)	STRATEGY (WT)
People prefer to use private vehicles.	Provide more attractive offers for customers.	Setting prices that are competitive but not detrimental to consumers company
Other modes of public transportation that have better accessibility and coverage.	Attract market share that is in line with company goals.	Increase implementation of values SOUP.
Damage to transportation facilities by certain people.	Maintain and supervise all activities and cleanliness in the surrounding area.	Addition good security for means of transportation
For short distances, many of them are controlled by public transportation/microbuses.		Gives the impression of better service

5. Conclusions

Based on the results of the research and discussion, several conclusions can be drawn as follows:

1. The results of data analysis, the internal factor value, namely 3.89, was obtained from the total sum of the company's strength and weakness factor *ratings*. A value of 3.89 means that the value is high on a *Likert scale assessment*.
2. The highest strength value is found in the point of complete, safe and comfortable business facilities on business continuity with a weight of 3.75 or an item weight of 0.13. This shows that LRT facilities have a big influence on business continuity. business. The highest weakness value is found in the point that route coverage is not fully accessible in the Palembang area with a weight of 3.57 or an item weight of 0.13. Meanwhile, the lowest strength is in maximum customer service with a weight of 3.59 or an item weight of 0.13 and the lowest weakness value is in Utility which has not been maximized with a weight of 3.22 or an item weight of 0.11.
3. The results of data analysis, the value of external factors, namely 3.13, was obtained from the total sum of the company's opportunity and threat factor *ratings*. Value 3.13 own meaning mark the tall with evaluation scale *likert*.
4. The highest opportunity value is found in the passenger target point which will continue to increase with a weight of 3.61 or an item weight of 0.13, this shows that the company is able to maximally capture market share and is supported by high purchasing power. The highest threat value is found in other public transportation modes which have better accessibility and coverage with a weight of 3.58 or an item weight of 0.13, this shows that the company must be prepared for external threats. The lowest opportunity value is found at the point where there is development of the LRT network connecting the city of Palembang. with a weight of 3.55 or an item weight of 0.13. The lowest threat value is found in the point that people prefer to use private vehicles with a weight of 3.26 or an item weight of 0.11.

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